

SCRIP KICKOFF MEETING AGENDA

SAMPLE OUTLINE FOR A SCRIP INTRODUCTION MEETING

1. Introductions

Ask the person introducing you to make some general positive comments about this exciting scrip program. Once introduced, tell your audience how pleased you are to share this exciting news. Smile. Share your enthusiasm! Right off the bat, tell them why scrip is different.

Then, you can play this short what is scrip video that explains the basics of scrip:

<https://www.youtube.com/watch?v=bnoWI3yTxeA>

2. What is scrip?

Some people have the misconception that scrip gift cards are something that they'll have trouble redeeming. Calm their fears and bring a few gift card samples and printed ScripNow to show everyone. Then they'll see that they're the same gift cards that are in stores.

Mention that the intended use of scrip is for them to use it themselves on their everyday spending. They don't have to buy the scrip to give to someone as a present.

3. How much can we earn?

Since you're hitting on the fact that they can use scrip on their everyday purchases, the next thing to talk about is how much they can earn.

Show our potential earnings calculator if you have access to a computer, and show them what one family could earn, then adjust the calculator to add more families— they'll be blown away by the potential earnings! Access the calculator here: <http://bit.ly/EarningsCalculator>

After playing with the calculator, keep this positive momentum building and tell families where all of the earnings are going.

4. What will happen to the proceeds?

Every nonprofit organization uses their scrip proceeds differently. Make sure you are clear with your fundraising goals and that the families know how your nonprofit will use the scrip program proceeds. Plus, families will be more willing to participate if they know what the money will be used for.

This is also a good time to talk about rebate sharing if your organization is taking advantage of that. Families will be excited to start raising money with scrip if they know that some of their earnings are going back to them.

5. Scrip program retailers

Hand out the ShopWithScrip retailer list, or scroll through the shop page if you have access to a computer. Point out some highlights while emphasizing the wide choice of retailers and scrip products.

Use this time to reiterate that scrip fundraising is a self-spending fundraiser. They shop at all of these retailers, so make the strong value proposition that they can use scrip every time they shop there. Make sure to show them retailers from every category so they can see how far scrip fundraising can go.

6. Your organization's scrip program

Hand out this all-inclusive packet we have about scrip fundraising. You can customize it to include your organization's enrollment code and your contact information. This is also a good time to go over the specifics of your program like when and how they can place their orders, how to pay for them, and where to pick their orders up.

[Download the packet](#)

7. Questions and answers

People will have plenty of questions, so allow plenty of time for them to ask. Plan some extra time so families can come up to you individually if they don't feel comfortable asking questions in front of everyone else.

Download this guide to [answering families' questions about scrip](#)